

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MAIL et al. )  
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For: OPTIMALLY ADAPTING )  
  MULTIMEDIA CONTENT )  
  FOR MOBILE SUBSCRIBER)  
  DEVICE PLAYBACK      )  
                            )  
Serial No.: 10/589,417   )  
                            )  
371(c) Date: 7 November 2006   )  
                            )  
Group Art Unit: 2442      )  
                            )  
Examiner: Michael W. Chao   )  
                            )  
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**REPLY TO FINAL OFFICE ACTION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir or Madam:

This is a reply to the Final Office Action mailed 20 May 2010.